

SHARING THE SAGE GROUSE STORY



Lisa Eller,
The Nature
Conservancy
in Idaho

WHY



Photo by Ken Miracle



Photo by Ken Miracle

“Approximately half of all remaining sage-grouse habitat is on public lands ... Because of the sage-grouse’s declining population, the BLM drafted plans to protect the bird ... If BLM acts to protect the sage grouse ... there would be some limits on energy development, livestock grazing, and off-road vehicle use in certain areas.”

WHERE VOTERS STAND

| | Important To Protect Sage-Grouse Habitat | Support for Stronger BLM Plans |
|------------|---|-----------------------------------|
| ✓ Colorado | 82% | 71% |
| ✓ Oregon | 84% | 76% |
| ✓ Nevada | 80% | 72% |
| ✓ Montana | 79% | 63% |

Source: Public Opinion Strategies

WHERE VOTERS STAND

**Support for
protecting wildlife
species....**

| | |
|------------|-----|
| ✓ Colorado | 61% |
| ✓ Oregon | 65% |
| ✓ Nevada | 58% |
| ✓ Montana | 50% |

Source: Public Opinion Strategies

MAKING OUR MESSAGES STRONGER



■ Make it about wildlife







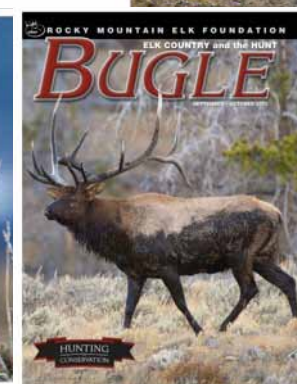
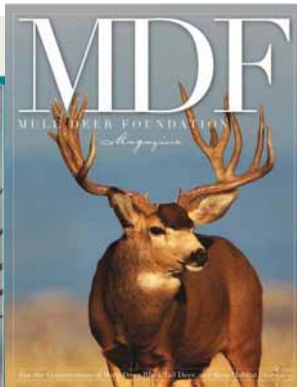
■ Make it about partnerships

■ Make it about people &
the Western way of life.



CASE STUDIES

Success in the Press: In Print



news ▶ science ▶ environment

In Montana Wilds, An Unlikely Alliance To Save The Sage Grouse

by **CHRISTOPHER JOYCE**

July 10, 2013 3:01 AM ET



#sagegrouse #sagebrush

Buffalo Bulletin @BuffBulletin · 7h
#Ranchers celebrated for #sagegrouse conservation buffalobulletin.com/news/article_9... #wyoming

RETWEET
1

FAVORITES
2



7:30 AM - 30 Oct 2014 · Details



Jillian Smith @jsmith8143 · 7h
Yay Mark and Priscilla! "@BuffBulletin: #Ranc conservation buffalobulletin.com/news/article



 **U.S. Fish & Wildlife** @USFWSPacific
What the heck is a lek? A place wh bird-mating dances bit.ly/GrSageG



BLM Nevada @blmnv · Feb 27

Check out this cool story on how we used aerial seeding to help restore #sagegrouse habitat. on.doi.gov/1kdF9W3



RETWEETS
5

FAVORITES
3



2:22 PM - 27 Feb 2014 · Details



OPPORTUNITIES

